# Defining Data & Insights Transformation to Support Exponential Growth

## PHASE II: IMPLEMENTATION

Our major hospitality client had grown its property portfolio by 10x through significant acquisitions, which introduced an entirely new franchise operating model. Post-merger technology integration was limited to Finance and HR functions.

The CIO, who had been there just 6 months, was under pressure to consolidate the application stack, provide tools that support both entities, cut IT costs, and build a capable IT team to manage the application portfolio.

## CLIENT PROBLEM

In Phase I of this engagement, LABUR's Advisory Practice assembled a team of  Data & Insights experts to assess the existing data structure and create a strategy for the transformation process.

Once our client was equipped with a roadmap and identified the technical expertise required,  the tactical implementation phase was ready to begin.

## HOW LABUR RESPONDED

LABUR assembled a project team based on the necessary expertise outlined by our Advisors in Phase I including modelers, database administrators, and developers.  Beginning with the data warehouse, our team created a new data model that could scale alongside business growth.

After the quality and governance processes were in place, the data could be migrated to the new cloud platform where the team could improve the documentation.

*Learn more about the strategic planning for this engagement in Part I: Data & Insights Strategy available on our website.*

## RESULTS

The LABUR team implemented an industry best practices data solution, setting best-in-class standards for architecture, processing, team roles, and governance.  The client now enjoys reliable and easily accessible data to analyze and inform their decisions to identify and quantify growth opportunities.

Additionally, by coming together to create a cohesive and productive unit, our team's success became the exemplary model for teams across the organization.

Improved data quality and accessibility, allowing  the client to make informed, evidence-based decisions as they expand their property portfolio

Implemented data architecture, functions, and governance  in alignment with industry standards and best practices

High-performing team that has set an example across the organization